

SOLO DIRECT MAIL PROGRAMS TAILORED TO FIT YOUR NEEDS

SOLO
Values®



STAND OUT IN THE CONSUMER'S MAILBOX WITH SOLO VALUES® CUSTOMIZED DIRECT MAIL PROGRAMS.

Choose Solo Values® mail:

- **For special market coverage** to complement a Valpak mailing
- **To target geographically** – radius mailings around a location or a target market area (i.e. closest 2500 homes, a neighborhood, or ZIP code)
- **To reach specific market segments** – with targeted consumer or business lists
- **For time-sensitive promotions** – grand openings, special sales events, holidays or limited time offers (between Valpak mail dates)
- **To respond quickly** to promotion opportunities, competitive factors or market conditions

Unique Solo Values® Benefits:

- **Pinpoint targeting** – Create your ideal target customer list. List options include (but are not limited to) the following selections:
 - Carrier routes
 - ZIP Codes
 - Cities
 - Age
 - Families w/children
 - Income
 - Birthdays
 - Homeowners
 - Businesses
- **Direct mail expertise** – Over 40 years of direct mail experience.

Solo Values® The Smartest Values In Your Neighborhood®

